



# Between the Lines

JULY / AUGUST 2006



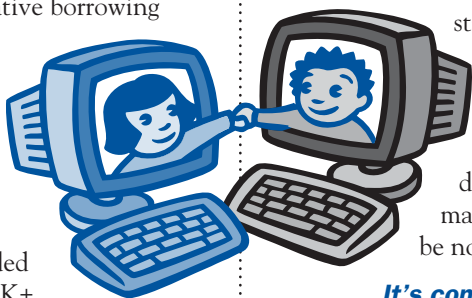
A PUBLICATION OF THE SUNNYVALE PUBLIC LIBRARY

## Library Collection Grows 50 Times It's Current Size Overnight!

By Marsha Pollak

With the introduction of a new, free service called Link + (spoken Link Plus), you now have an easy method for requesting and obtaining millions of books from other libraries and picking them up at the Sunnyvale Public Library. The Library's current size of 300,000 print materials will grow to more than 15 million items!

LINK+ is a cooperative borrowing program used by a growing number of public and academic libraries in California and Nevada. (See list of participating libraries in the shaded box). Through LINK+, Sunnyvale Library card holders in good standing may request books not available at this Library from another member library that has an available copy. Although only available copies of books may be requested, you can also see what media items, such as DVDs or CDs, other libraries own.



"Submit above information" button. You'll be prompted for your name, your Sunnyvale barcode number and your PIN number. (Unless you've modified it, your PIN is your birth date in this format: mmddyyyy.) Click on the "Submit" button.

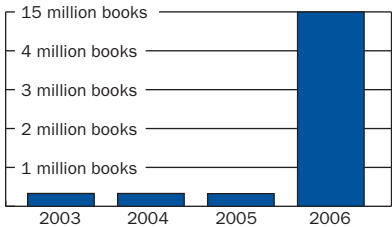
**It's quick!** Your book will probably be here within four days. You can monitor it through your "My Account." When the status of the book says "LINK+ RECV'D", it's waiting for you at the check-out desk. Give us your e-mail address and you'll be notified.

**It's convenient!** You can check out the book for 21 days and may renew it once for 14 days if no one is waiting for it. Check your "My Account" to see if the renewal has been approved.

**It's free!** Just pick up your book at the check-out desk within seven days of being notified it's here. But be responsible: Overdue charges are \$1.00 per day, per item and the replacement cost for a lost or damaged LINK+ item is \$115.00.

**And it's popular!** Don't be left behind. Go to: [www.sunnyvalelibrary.org](http://www.sunnyvalelibrary.org) and click on the Library catalog to try out this new feature.

Free, Easy Access to Books Through the Library Catalog



**It's easy!** Whether you're at a computer in the Library or at home or at the office, you can do it. Search the Sunnyvale Library catalog for a book. If we don't own it or all our copies are checked out and you need it right away, just click on the LINK+ button.

LINK+

At that point, your search is automatically repeated in all the LINK+ library catalogs and if there is an available copy, you can "Request This Item." You'll be asked with which institution you're affiliated. Choose "Sunnyvale" and click on the

## Status of the Sunnyvale Library of the Future Project

By Deborah Barrow  
Director of Libraries

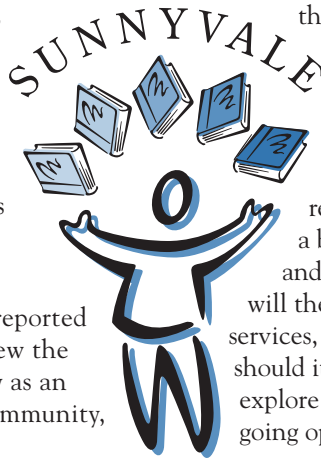
On April 25, 2006, City staff delivered a report to the Sunnyvale City Council outlining a Vision for the Library of the Future, which was approved by Council. The report was based on a detailed review of the Library Sub-element of the City of Sunnyvale's General Plan, the results of visioning meetings with the public and library staff, and information gleaned from local surveys, national surveys and various studies of library operations and issues.

Among the conclusions reported were that participants view the Sunnyvale Public Library as an important asset to the community, and that they see the library as vibrant and thriving in the future. They expect the Sunnyvale Library of the Future to have more books and focus on services for children to promote reading and to support their education. They expect the library to utilize advanced technology to be accessible virtually and globally on a 24/7 basis. People expressed a desire for a place to "be" in a valued "third place" where they can get away from other pressures for relaxed reading, quiet study, or community gathering

at programs and performances related to information and reading.

The information in the report sets the tone for a more detailed study that will result in actual plans for the Sunnyvale Library of the Future. The next step will be to conduct the formal study, which will include choices to recommend to the City Council and the community regarding library services. Topics to be explored will be whether a new library is needed, a renovation, reconfiguration or perhaps a branch library. What size and what location? What will the facility hold and what services, materials and technology should it have? This study will also explore construction costs, on-going operating costs and funding options.

As always, progress on this very important project for Sunnyvale's future will be reported here, in the *Between the Lines* newsletter. It will be e-mailed directly to people who have requested to be notified about the Library of the Future. To sign up for e-mail notification, send an e-mail message to [futurelib@ci.sunnyvale.ca.us](mailto:futurelib@ci.sunnyvale.ca.us) with the word "Subscribe" in the Subject Line. You may also make comments about the Library of the Future using this e-mail address.



## Library of the Future

## Opera San Jose Presents Sneak Preview of Upcoming Season

By Mary Chartrain

The Library's annual Evening with Opera San Jose program has become a summer tradition as we present another wonderful evening of opera music on Monday, July 24 at 7 p.m.

Artists will perform selections from the upcoming 2006-2007 season which includes *Romeo et Juliette*, *The Barber of Seville*, *La Traviata*

and *Madama Butterfly*. Performers will include four to five artists from the following group of 2006-2007 Resident Artists: Rochelle Bard (soprano), Talise Travigne (soprano), Michele Detwiler (mezzo-soprano), Christopher Bengochea (tenor), Isaac Hurtado (tenor), Daniel Cilli (baritone), Kenneth Mattice

See *Opera*, page 2

### Link + Participating Libraries

Alameda County  
Cal Poly Pomona  
Cal Poly SLO  
Claremont  
CSU Long Beach  
Hayward Public  
Livermore Public  
Mountain View Public  
Riverside Public  
San Diego State  
San Jose Public  
San Jose State University  
Santa Clara City  
Santa Clara University  
San Francisco State University  
University of San Francisco  
University of California, Riverside



For complete information on the Sunnyvale Public Library, please call (408) 730-7300 or visit

[www.sunnyvalelibrary.org](http://www.sunnyvalelibrary.org)



# Writing Your Business Plan

By Joan Jackson

Current business owners and soon-to-be entrepreneurs know the importance of having a plan of action before starting a business. But how do you put those ideas into writing? Better yet, what is the correct format and focus that a “plan of action” should take? Most current and future business owners have heard of and dread the thought of putting together...a BUSINESS PLAN!

The Library has many great books that can help you to formulate a business plan tailored to your specific business. Let's first explore some of the basic components of a business plan, and then let's list a few choice resources that are available for you to check out!

## What is a Business Plan?

A business plan is a formalized document that explains (to your lender/venture capitalist/yourself!): 1) What product or service your business is offering, 2) Who is involved in the business, and 3) How your business plans to specifically produce, market, and make a profit from this service.

Your public library has resources that can especially help with two of the most important parts of a business plan: the marketing plan, and the financial projections.



## Why Should I Consider Writing a Business Plan?

There are basically three stages in any business, and at just about any stage of development, you may need to write a business plan, for different reasons:

**1) Start-Ups** – While it's not mandatory that you write your business plan to launch your business, it's highly recommended as a planning tool, and as a reality check. Most important, if you're going to pursue start-up financing, then a business plan is essential for potential lenders to review.

**2) Growing businesses** – Once past the initial start-up phase, many businesses need an influx of money to finance a possible expansion of their business. This is where a business plan is mandatory to obtain either bank or investor financing. This is the tool that convinces lenders or investors that the business has solid prospects for succeeding and paying.

**3) Mature businesses** – Even stable, mature businesses will periodically update their business plan. Their business plan helps to map their growth or plan adjustments to market conditions.

## Where Do I Start?

The Library has print and online resources to guide you through writing a business plan. You will find many business plan-related books under the call number: 658.4012 or subject heading “Business Planning” in the Library catalog. Below is a small sample of resources to get you started:

### Books for Business Plans

**Business Plans Handbook.** Gale Research, 1996-. 10 v.  
“A compilation of actual business plans developed by small businesses throughout North America.” This reference set is a great tool to find similar business plans that can be

tailored to your company's objectives.  
R 658.4012 B BUSINESS

**Business plans made easy: it's not as hard as you think!** By Mark Henricks. Entrepreneur Press, 2002.

“This lively, easy-to-use edition has been updated with new proven techniques, hints, and tips for creating bankable business plans and getting results.”  
658.4012 H

**How to write a business plan.** By Mike P. McKeever. Nolo Press, 2005.  
“The information, forms (and) sample plans you need to: put together a winning financial proposal; finance a business start-up or expansion, and; make financial projections (and) avoid mistakes.”  
658.1522 M

### Web Sites for Business Plans

**CCH Business Owner's Toolkit**  
[www.toolkit.cch.com](http://www.toolkit.cch.com)

This site is an excellent resource for business owners. A great tool for business plan writing is the site's section, *Writing Your Business Plan*.



**Small Business Administration**  
[www.sba.gov](http://www.sba.gov)

As a small business owner, you should certainly be aware of this information-packed site geared specifically for your needs. Take a look at the site's pages, *Business Plan Basics* and *Essential Elements of a Good Business Plan for Growing Companies*.

**SCORE** (Service Corps of Retired Executives)  
[www.score.org](http://www.score.org)  
SCORE offers “small business plan preparation and free business advice services...” This site also offers a free multimedia online workshop called, *Developing a Business Plan*. They also offer sample business plans offered by Palo Alto software. Also on the web site, the section, *Templates for Your Business* offers two separate free templates: for a start-up, and for an established business.

**Bplans.com**  
[www.bplans.com](http://www.bplans.com)

“Bplans.com contains the largest single collection of free sample business plans online.” In addition to that, it has helpful tools and know-how for managing your business. This site offers a section called, *Free Sample Business Plans* that offers a collection of over 60 free business plans online.

# Internet Safety Presentation

By Betsy Wachter

Parents: Do you know where your children are? In the past, this caution referred to physical presence. Today it also refers to a child or teen's presence in online chat rooms, forums and social networking sites such as MySpace.

According to a recent survey commissioned by Cox Communications and the National Center for Missing and Exploited Children:

- 61% of 13- to 17-year-olds have a personal profile on a site such as MySpace, Friendster, or Xanga. Half have also posted pictures of themselves online.
- When teens receive messages online from someone they don't know, 40% reported that they'll usually reply and chat with that person. Only 18% said they'll tell an adult.
- 14% have actually met a person face-to-face that they've only spoke to over the Internet.

Sunnyvale's Department of Public Safety (DPS) has several officers who are assigned to investigate instances of children and teens contacted online by possible sexual predators. Officers from the Department of Public Safety have prepared a special presentation for parents to inform them about the dangers that lurk on the Internet, and to give parents the tools to prevent harm to their children and teens.

The Library will host this presentation by DPS officers on Tuesday, July 11 at 7 p.m. in the Library's program room. For more information, call Children's Services at (408) 730-7292.

Before and after the presentation, Library staff suggests the following Web sites for parents, children, and teens to find out more about Internet safety:

[www.netsmartz.org](http://www.netsmartz.org)  
[www.cybertipline.com](http://www.cybertipline.com)  
[www.safekids.com](http://www.safekids.com)  
[www.safeteens.com](http://www.safeteens.com)

# Opera, continued from page 1

(baritone) and Carlos Aguilar (bass). Larry Hancock, the General Manager of Opera San Jose, will also give a talk about the operas and Opera San Jose.

Opera San Jose is unique among opera companies. Founded in 1984 by General Director Irene Dalis, it has a resident company of principal

artists and focuses on presenting and developing the best young professional opera singers in America.

Please join us for a special evening of opera on Monday, July 24 at 7 p.m. in the Library Program Room. Everyone is welcome to this free event.





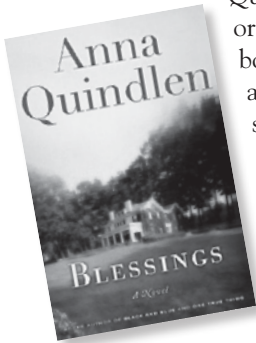
# What Are We Reading?

By Christine Duxtad

Featured this month is Susan Denniston, Administrative Librarian in charge of Public Services at the Sunnyvale Public Library. Susan has worked in libraries for over 30 years and is a long-time member of a local book group. She is both an avid reader and an advocate of audiobooks which she listens to while commuting to and from the library.

## What are you reading?

I am currently listening to the audiotape, **Blessings** by Anna Quindlen. I have read or listened to other books by this author and enjoyed them, so I thought I'd try Quindlen's newest book. This is the story of an elderly woman and a young worker on her estate. He finds a baby left in a box on their doorstep and decides to keep it. So far, it's very interesting and it makes the commute much easier.



## How do you decide what to read?

My book group meets once a month and we decide together what we will read for the next month. Members bring in books that were recommended by someone else or that they read about in the newspaper or heard on TV. Working in a library makes it easier for me because I am surrounded by books and have many favorite authors. I usually have two books going at once, one in the car and one at home. I always have piles of books around so there's never a shortage of things to read.

## What do you plan to read next?

I just started reading **Crescent** by Diana Abu-Jaber for my book group. It's a love story involving an Arab-American woman who is a chef at a Los Angeles restaurant and an Iraqi-born professor. The story revolves



around her cooking, his desire to go back to Iraq to find his family and the politics of the Middle East. It's a fascinating story and since I like to cook, I enjoy the descriptions of her restaurant and the dishes she serves. I am also gathering guidebooks and histories about England and Scotland because I plan to visit there soon. I like to get a flavor for the countries I will be seeing before I get there.

## What were some favorite books in the past year?

I really liked **The Time Traveler's Wife** by Audrey Niffenegger. Even though it is considered science fiction, it doesn't read like science fiction. It reads like an unusual love story with a librarian as a main character. I became so attached to the characters that I was sorry when the book ended. **His Excellency: George Washington** by Joseph Ellis gave me a new look at our first President. The author used some newly cataloged primary papers which provided new information about Washington's private life and left me with a greater understanding and appreciation of George Washington as a person. A few other books I enjoyed were **Lunch at the Piccadilly** by Clyde Edgerton which was a rather humorous story about residents at a convalescent home, and **The Outside World** by Tova Mirvis, a story about two Orthodox Jewish families with differing points of view, who are brought together by the marriage of their children.



# Why Should I Care About Patents?

By Marjory Cameron

U.S. patents make up one of the most comprehensive and largest sources of scientific and technical information in the world. In fact, much of this information is not available anywhere else. There are over seven million issued patents.

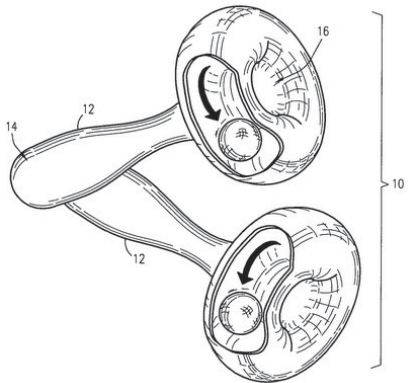
If you are an inventor, engineer, historian, entrepreneur, scientist, student, government official, or market researcher you most likely would want to use the U.S. patent collection to:

- Determine whether or not an invention has been patented
- Obtain state-of-the-art data in a specific technical area
- Gauge the number of patents of local constituents
- Identify an historical object
- Locate companies in a particular technology

In fact, most anyone may find the patent collection valuable.

- Perhaps you learn that a relative obtained a patent and you wish to see it.
- Maybe you want to install a fancy cabinet that contains electrical outlets inside a closed triangular fitting. You see a patent number listed. By looking at the patent drawings and specification, it becomes clear how to open the fitting to get to the wires.
- A friend may be interested in applying for a job at a particular company and wants to learn about the company before the interview. If that company has patents, that information may be especially helpful.

Patents are a lot of fun, too. The following patent for a Cordless jump rope issued May 2, 2006. According to the patent, "To use the invention, a user holds a handle in each hand, and begins to simulate jumping rope while moving the handles in a circle with their hands and arms. The weighted ball or gear simulates the centrifugal action of a jump rope, thus delivering all the health benefits of jumping rope without any of the disadvantages of stumbling on the rope, having the rope hit the ceiling or the like."



Whether you are researching a new invention or technology, learning about the patents of a particular company, looking for a patent of a friend, or relative or you just want to find some funny patents, Sunnyvale Library has the resources you need. Please note that librarians may not provide legal advice.

The Sunnyvale Public Library is a Patent and Trademark Depository Library (PTDL) supported by a US Patent and Trademark Office (USPTO) program and expert staff. To learn more about the Library's PTDL services, please contact the Adult Reference Desk at (408) 730-7300 or e-mail [library@ci.sunnyvale.ca.us](mailto:library@ci.sunnyvale.ca.us).

# Newly Published Author Works at the Library!

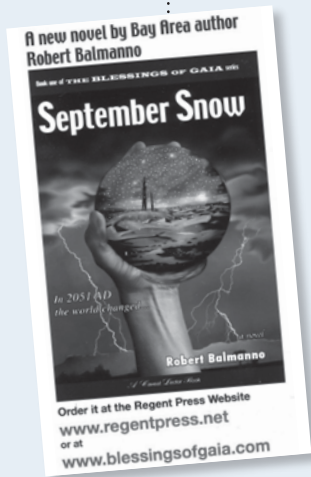
By Ray McDonnell

Do you love to write? Have you ever thought of getting your work published? That's exactly what one Sunnyvale Public Library staff member has successfully done. Robert Balmanno has recently had his futuristic book, **September Snow**, published.

The dystopian novel is an epic adventure about the 'weather wars' in a climate distressed planet. According to Christopher Bernard, author of **A Spy in the Ruins**,

"Bob Balmanno's novel asks the following question: Can Mankind live with nature or is he fated to destroy it and himself?"

Robert has been writing for 28 years now and **September Snow** is the first book of a four-part series. He believes that genre novels are much easier to get published than original fiction and poetry. Yet, the most important aspect about getting your work published is to continue with the writing process and not give up!



The Library has been helpful in Robert's research for his work. He extensively used the **Writer's Market** which he considers the "Bible of Publishing." (The Library has a new edition every year and it is located in the reference section.)

In addition, the reference librarians are there to assist and suggest Web sites to help future authors. Don't be afraid to search the library catalog that may broaden your world and inspire you to write your own dream novel!

Congratulations Robert! We look forward to reading your new book!



# Cool Off This Summer at the Library

By Steve Sloan

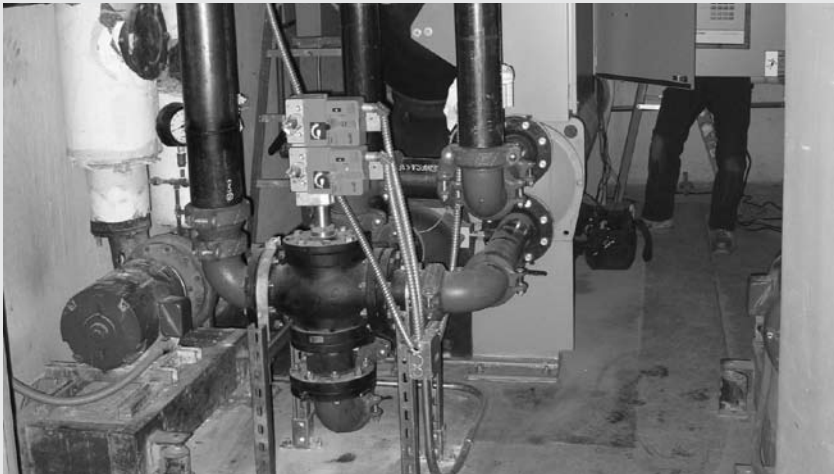
Have you visited the Library in the past and noticed that some areas felt cooler or warmer than others? In November 2005, work began on a major upgrade to the Library's Heating, Ventilating, and Air-Conditioning (HVAC) system. Air handlers, cooling towers, the building chiller, and the entire HVAC control system were replaced. The goal of the upgrades has been to provide better control of temperatures within the Library and thereby give you more comfort during your visit. Library staff worked with HVAC Project Managers to minimize any disruption to service. Still, some inconveniences such as the occasional temperature fluctuation, or the temporary chiller occupying several spaces in the parking lot were unavoidable. We are pleased to report that the upgrade project ended in June 2006, which means temperatures should be more stable throughout the building. As a result of energy conservation measures, the Library's temperature has been set by the City Council.



New Cooling Tower.



New Air Handler.



New Building Chiller.

# Adult Information Desk

On May 23, 2006, a new Adult Information Desk was installed. The lower height of the desk was a conscious choice to create a more friendly, approachable environment. We're pleased with the results, and hope you are too! Adult Services librarians are ready to answer any questions you might have.



# Listen Up! Top Ten Reasons Why Audiobooks are Great for Kids

By Betsy Wachter

- 1 **"I'm bored."** Audiobooks are terrific entertainment for readers, pre-readers, and reluctant readers.
- 2 **"Are we there yet?"** Audiobooks keep kids (and you) happy (and quiet) on long car rides.
- 3 **"I didn't hear you."** Listening to a book encourages and enhances listening skills.
- 4 **"But I don't wanna read."** Audiobooks get kids excited about books and reading in general.
- 5 **"Buy me something."** An audiobook makes a fun and educational purchase, and it is even better when it is borrowed from a library.
- 6 **"But I have no one to play with..."** Listening to an audiobook is a great all-by-myself activity.
- 7 **"We have nothing to do."** Family, friends, or classmates can enjoy an audiobook together.
- 8 **"Read me a story."** Audiobooks are always accessible when readers aren't able to read.
- 9 **"How do you say this word?"** Hearing unfamiliar words makes them easier to recognize when they are encountered later in printed text.

10 **"There's nothing on TV."** They're right.

Discover for yourself the benefits of audiobooks for children by browsing in the large collection of books on CD and audiocassettes. The library circulates cassette and book sets for preschoolers and beginning readers, and a growing collection of the best in children's literature on CD, as this becomes the format of choice. Perennial favorites include the **Lemony Snicket** titles, **A Girl Named Disaster** by Nancy Farmer, and most of the recent Newbery award-winners.



**Sunnyvale Public Library**  
665 W. Olive Ave., Sunnyvale, CA 94086

Library Hours	
Monday–Thursday	10am–9pm
Friday & Saturday	10am–6pm
Sunday	12pm–8pm
Book and media drops are located outside the Library for after-hours returns.	

Telephone Numbers	Area Code
Borrowers' Records	(408) 730-2748
Children's & Teen Services	(408) 730-7292
Deaf Access: TDD/TYY	(408) 730-7501
Dial-A-Story (English)	(408) 730-7333
Dial-A-Story (Spanish)	(408) 737-4907
Information & Reference	(408) 730-7300
Library Cards	(408) 730-2748
Library Administration	(408) 730-7316
Overdue Materials	(408) 730-7309
Renewals (Automated)	(408) 730-7310
Special Outreach Services	(408) 730-7306

**Library Web Site**  
[www.sunnyvalelibrary.org](http://www.sunnyvalelibrary.org)

Pursuant to the Americans with Disabilities Act, the City of Sunnyvale will make reasonable efforts to accommodate persons with disabilities. If you require special accommodation, please contact the library.

# Did You Know?

In order to reduce electricity demand and conserve energy, some lights in the Library have been permanently turned off.